

<u>Appointment Title</u>	Cadet Correspondent (Cdt Corr)
Alternate Title	Nil.
Tier	PO1/WO/FSgt
Number of Positions	As required.
General Description	The Cadet Correspondent is responsible for assisting with media relations and social media communications for the corps/squadron.
Reports to	<ul style="list-style-type: none"> • Corps/squadron Commanding Officer (CO) • Adult Unit Public Affairs Representative (UPAR)
Responsible for	Cadet Correspondent Assistant

Rank requirements	<ul style="list-style-type: none"> • Petty Officer First Class • Warrant Officer • Flight Sergeant
Essential Knowledge, Experience and Qualifications	<input type="checkbox"/> Completed Year 4 training. <input type="checkbox"/> Entered into the PO1/WO/FSgt Rank Eligibility List. <input type="checkbox"/> Knowledge of cadet corps/squadron training and routines.
Asset Knowledge and Experience	<input type="checkbox"/> Familiar with Cadet 365 and MS Office applications. <input type="checkbox"/> Knowledge of common social media platforms. <input type="checkbox"/> Strong verbal and written communication skills. <input type="checkbox"/> Basic knowledge of photography and videography. <input type="checkbox"/> Clear understanding of social media rules and expectations for cadets. <input type="checkbox"/> Completed the Cadet Correspondent Course. <input type="checkbox"/> Experience as a Cadet Correspondent Assistant.

Primary Duties	<input type="checkbox"/> Take photos and videos at events and activities.
	<input type="checkbox"/> Post approved content on corps/squadron social media and websites.
	<input type="checkbox"/> Use social media and websites to engage with cadets and parents, under the supervision of an adult UPAR.
	<input type="checkbox"/> Recommend ways to use social media to keep cadets, staff and parents informed and engaged.
	<input type="checkbox"/> Recommend ways to use social and traditional media to spread the word about cadet activities to people outside the organization.
	<input type="checkbox"/> Supervise building imagery products like yearbooks, photo slideshows or training videos.
	<input type="checkbox"/> Assist with creating content for both social media and external traditional media (e.g., press releases about upcoming events, newspaper stories about past activities, photos or videos for the local news outlets).
	<input type="checkbox"/> Provide content for area, regional, and national public affairs initiatives.

	<input type="checkbox"/> Assist with creating internal communication products such as corps/squadron newsletters, blogs or podcasts.
	<input type="checkbox"/> Assist with monitoring corps/squadron social media, including screenshotting and deleting inappropriate content (which is then reported to the adult supervisor).
	<input type="checkbox"/> Promote the responsible use of social media by all cadets and staff.
Secondary Duties	Nil.
Conditions of Appointment	<ul style="list-style-type: none"> • Conducts duties regularly without reminders or significant intervention. • A cadet who is one rank lower or one level lower could be considered should no other members be available.